

# PARKER GRAMS

FOR PARKER PEN DEALERS

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## T-Ball Excites The Nation

Not since Mr. Reynolds wrote on the bottom of his bathtub has the pen business whipped up such a lather over a ballpoint. The great consumer imagination is being taken up and absorbed by the new non-skid T-Ball Jotter by Parker. And pen retailers everywhere can feel it—they can see it happening!

Item: New York—a man brings a newspaper clipping containing a story on the T-Ball. He wants that pen, he tells the pen department clerk.

Item: Columbus—dealer orders 20 gross of T-Ball Jotters after selling out previous smaller orders.

Item: Milwaukee—retailer places order for 100 gross of T-Balls.

Item: Chicago—sales of T-Ball Jotter so great in one store, dealer orders 156 gross.

Item: St. Louis—biggest school opening selling period on ballpoint in history of large store—sales mostly T-Ball.

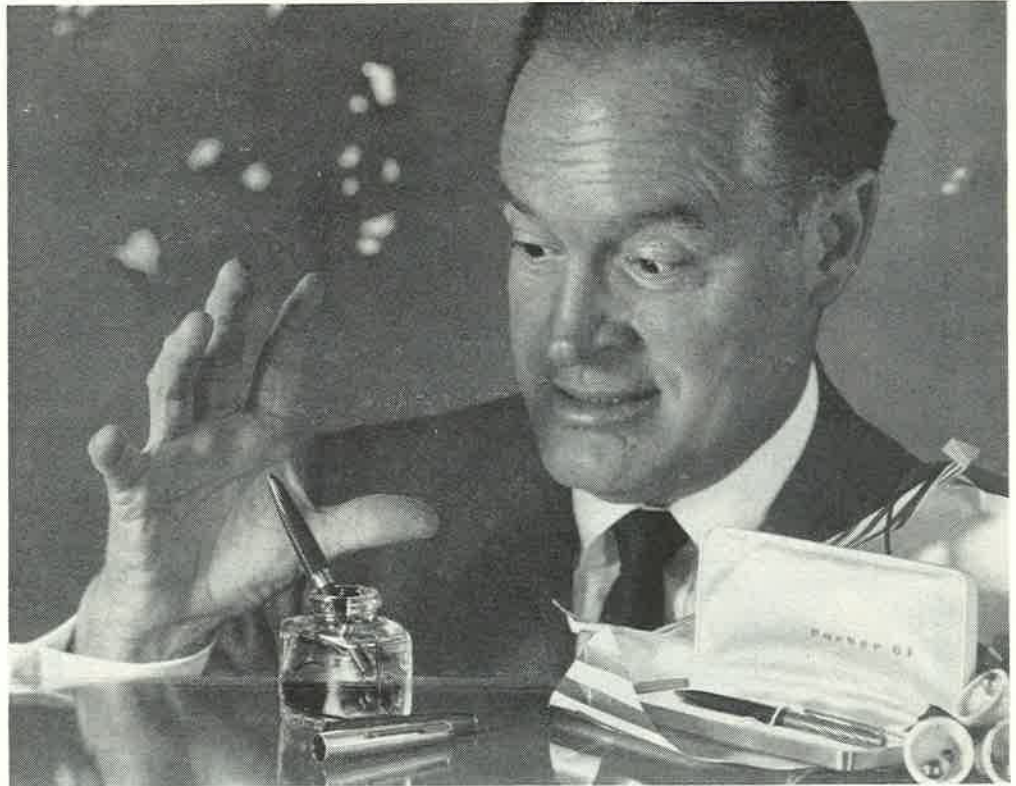
Item: San Diego—store sells \$5,000 worth of T-Ball Jotters in three days.

These are random notes. The same thing is happening the nation over. Dealers who at first order six dozen T-Ball Jotters reorder a gross, then two gross, then four. Now, orders call for 10 to 20 gross.

In giving reasons why the T-Ball is "the hottest thing in the pen business today", a Milwaukee retailer pointed out that "the T-Ball Jotter performs as Parker claims it will and it is priced right."

The Parker Pen Company, like others in the writing equipment industry, recognized ballpoint skip as a major deficiency as far back as the

Continued on page 3



## THE GIFT CREATED FOR CHRISTMAS

The scent of burning leaves, the sounds of neighbor chatter—all of the feel of Fall—have charged the air around Parker Pen with a special kind of excitement, an anticipation of things to come for the 61.

Here's why:

A physicist with M.I.T. writes of his Parker 61 Capillary pen: "It would please me if I could suggest an improvement. Knowing from long experience with various physical systems that no system is perfect, I feel a bit frustrated at having nothing to suggest but accept the situation as an indication of the high degree of perfection you have attained."

States the editor of a national

science newsmagazine: "... That fills -by-black-magic 61 pen is delightful in an eerie sort of way. One gets the impression it may give a small, golden howl some midnight of the full moon."

Says an Akron, Ohio, retailer: "We estimate the 61 will increase our Christmas pen business by about 20 per cent." And another in Charlotte, N. C., comments: "In our opinion the 61 pen will be our biggest seller for the Christmas gift season."

It is no wonder the people at Parker Pen wake up these crisp mornings full of excitement. The Fall air blows with the signs of promise—the signs

Continued on page 2

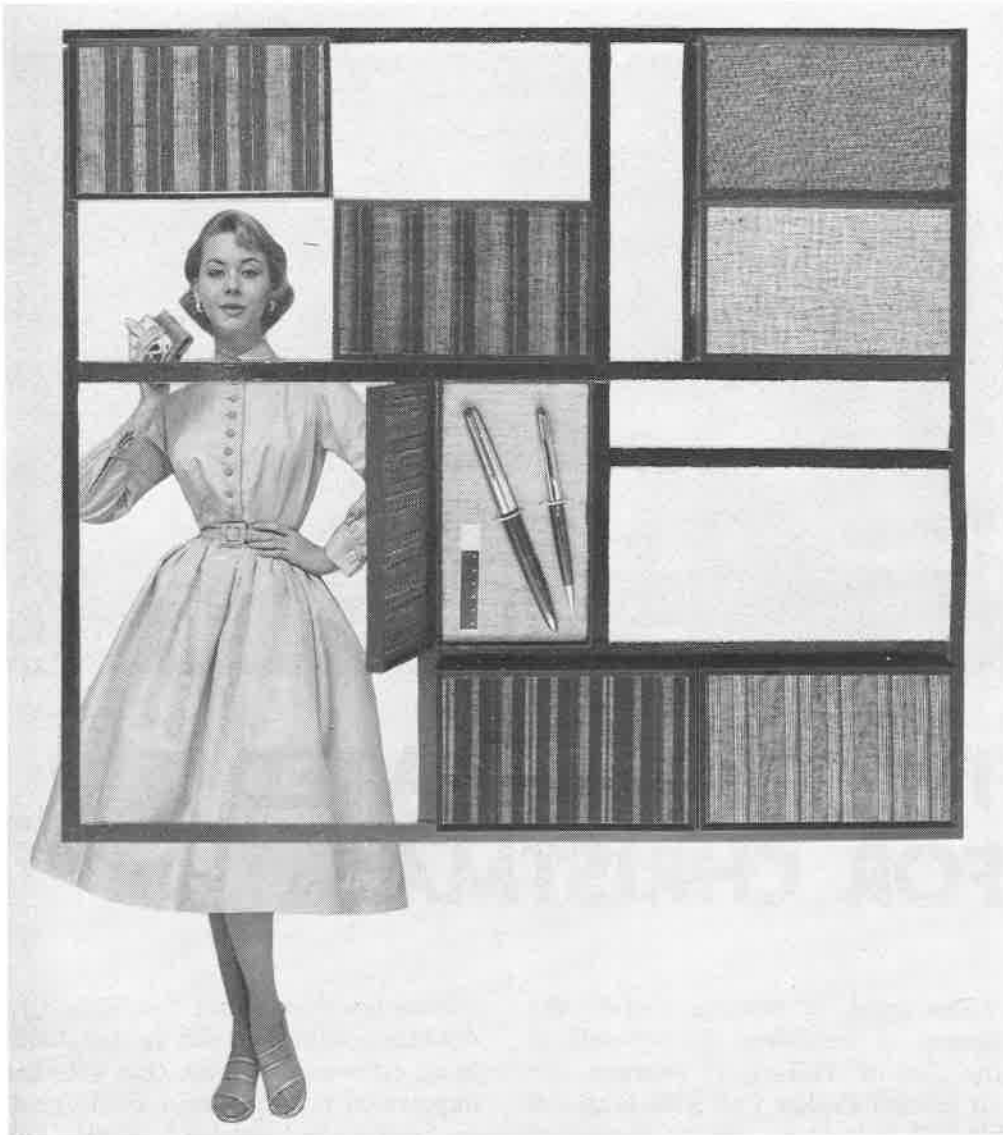


**THE GIFT CREATED FOR CHRISTMAS — Contd.**

that this holiday gift-giving season will be the biggest in the history of the company.

And leaving nothing to chance, Parker advertising and promotion men are going all-out to make this season just that! They're supporting the 61 to the hilt.

Spot television—60 and 30-second shots—are featuring the Parker 61 in ever-increasing frequency and will do so up until Christmas. In 79 major



Model's ensemble by Mr. Mort of New York.

**No Less Than 17  
Imported Fabrics are  
Featured on This  
Newest Gift Box in  
The Writing Equipment  
Industry. The Box  
Becomes an Elegant  
Cigaret Container in  
After-Use.**

**Gift Box and Filling are Demonstrated in  
This Unique New Display**





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**W**HEN a company sets out to launch a new product, it does so with all of the anxieties of an expectant father. For a product is not born in laboratories or in business research reports. It is born in the hard-surfaced marketplace where it must be subjected to and find favor in consumer conceits or never be.

To know and understand what pressures and influences play upon the judgment of the consumer-public, Drs. George M. Beal and Joseph M. Bohlen, professors of economics and sociology at Iowa State College, have in recent years been conducting numerous investigations among farm families. Time and time again, they have followed a new idea or product for the farm from first announcement through to near-universal adoption or acceptance. An interim report on their findings is entitled "The Diffusion Process".

While the products investigated were agricultural, the report gains universality by being a study of people.

The Diffusion Process, the process by which a new product or idea comes into general acceptance, surprisingly, requires an average of six to eight years, according to the findings of the two professors. That is to say, a product like the Parker 61, both a new idea in pen design and a new product on the market, is quite apt to require at least six years of introduction before all segments of the consumer population is aware of it.

During these six years, the average consumer passes

through five stages leading finally to purchase of the 61. Those stages are Awareness, Information, Evaluation, Trial, and lastly, Adoption.

In each, Mr. Consumer is subjected to various influences and pressures which have varying degrees of effectiveness, and the period of time required for him to cover these five stages is dependent upon his educational background, his social status and other personal characteristics.

If he is an Innovator, those who according to Beal and Bohlen are the first to adopt new ideas, he will pass through the five stages rather rapidly. He is generally well-to-do, has an above average education and has many contacts in and out of his community. Once he is aware of a new idea or product, he will seek out information, evaluate, try and adopt, if he is satisfied with his evaluation.

This latter point is important. Unless the product is a good one, its introduction will fail for reason that in the evaluation stage, the would-be purchaser is dependent upon his friends and neighbors for information about the new product. Should he find general dissatisfaction among these friends and neighbors, he will not accept the product for his own use.

The next group which will purchase the 61 pen are those whom Beal and Bohlen term Early Adopters. They are influenced greatly by the Innovator or so-called

**Social activity, education, and knowledge of current events p**



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“thought leader”.

Early Adopters are generally younger. They have a good education and read many periodicals. They are consequently well-informed on current events, are socially active and become aware of a new idea or product soon after the Innovators. They also pass through the five stages rapidly. These are the people who are the probable purchasers of 61 now.

Later, as the new pen reaches for a pinnacle of popularity, a group classified as Early Majority will be its purchasers, according to the two Iowa educators. These people, they say, are the informal leaders in community life. They do not hold positions of leadership in social and civic groups, but are respected for their judgment and admired.

Finally, the Majority, the last and greatest group who will buy the 61, will be those who are older, less active socially, and less educated, and who are not as aware of current events as others. These people might now know of the 61, but they move slowly in adopting new things. They take a long, long time in evaluating and deciding.

The people who will probably never buy a Parker 61 are those whom Beal and Bohlen classify as Non-Adopters. They are oldest, least educated, least socially active, and least informed in society.

Social activity, education, and knowledge of current

events play important parts in determining when the individual consumer will buy a product as the Parker 61. The reason for this is evident. In each of the five stages leading to final purchase, the consumer is dependent upon outside influences. The fewer these outside contacts, the longer it takes for him to become aware of new ideas and the longer it takes for him to accept or adopt them.

In the Awareness stage, he received his information primarily from newspapers, magazines and other mass communications media. Hence, those who constitute the category Beal and Bohlen call the Majority, while they may become aware of a new product as soon as the Early Adopters, do not receive sufficient information to influence their judgments.

Later, during the Evaluation stage, the consumer looks primarily to his friends and neighbors for data on a particular new product. For this reason, his social and community contacts are important in determining when he will buy.

In each stage, however, these are not the only influences and pressures which guide the consumer. While mass communications media provide the primary impetus to awareness, store window and counter displays, friends and neighbors, and retail clerks also play important parts. In fact, store window and counter display remains the second strongest influence throughout all stages leading to purchase.

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# PARKERGRAMS

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## LETTERS

### Non-Skid on N. C. R.

You may be interested to know that your (T-Ball Jotter) pen will also write on N.C.R. (no carbon required) paper ... This paper is used in many cases for checks and the back of the check must be treated to produce a duplicate copy. At present, when a ball point pen is used to endorse a check the chemical treatment prevents the user from making a satisfactory endorsement.

I find your pen will write satisfactorily on this surface.

Irwin F. Bowen  
National Cash Register Co.  
New York, New York

### Off the Chest

Now, I have a question for you. If you left your Parker T-Ball Jotter in your shirt when it went into the washing machine, and if consequently two of your shirts, (one nylon and one dacron) had big globs of semi-solidified ink decorating the most prominent position in front, is there some solvent which could be expected to remove the ink? This question, I regret to say is not hypothetical.

Redington Fiske  
Export Trade & Shipper Magazine  
New York, New York

(Wood alcohol will help, but it is recommended that the shirts be taken to a competent dry cleaner.—Editor)

### Six Months Report

A maintained earnings position and an enhanced competitive standing were cited as significant developments by Bruce M. Jeffris, Parker president, in reporting the company's six-month earnings to stockholders recently. Net earnings for Parker in the six months ending August 31 were \$582,000, equal to 64 cents per share. For the comparable 1956 period, Parker reported earnings of \$569,000.

## A Billion Dollar Christmas For Small Retailers

Total business gift sales in the United States amounted to more than \$1,700,000,000 last year and are growing every year. About 80 per cent of that—or nearly \$10 for every man, woman and child in the nation—is pocketed by business gift marketers or manufacturers. Only about \$2.50 per person per year is done by local retailers.

This local businessman's percentage could be greatly increased, according to Parker's Russell Livingston, industrial sales manager. With the proper know-how, the progressive retailer can capture up to \$10 per person in his town and hardly increase his inventory doing it.

Thanks to Livingston, that know-how is now packaged in a Business Gift Promotion kit prepared for distribution to retailers through their Parker Pen representative.

Here's what it contains:

1. A selling story on the benefits of a permanent, useful gift.
2. A business gift "idea finder" offering 30 tested, proven opportunities to business gift sales.
3. Sample business gift distribution letters that make gift giving easy and productive for your prospect.

4. Catalog sheets.
5. Direct mail sales helps.
6. Lithographing and engraving procedures and costs.

It is a fact, says Livingston, that "four out of five of the firms in any community are at present business gift purchasers or prospective purchasers." What do they use these gift for? They use them in employe recognition, year end thank you, special company events, safety awards, sales prizes, new customer campaigns, plant visitors, service awards and many, many other routine business happenings.

Livingston points out that the average local dealer has a big edge on the full-time business gift marketer, because he knows, personally, the marketer's customers in his town. He sees them at his club, at parties, at business luncheons. All that is needed is to take advantage of the opportunity to promote business gift sales.

It's there for the asking and it's repeat business—business that will come back time and time again. And, adds Livingston, "there are substantial profits in business gifts for the retailer who will go out after them. Parker supplies the tools, so all it takes is a little dealer leg-work."

## Trophy Time

One of the things that makes life interesting for a Parker Western Region salesman is the annual race for Zone honors and the coveted Golden Arrow Trophy. The end of the year becomes particularly stimulating as the three zones in the Western Region jockey for first position in sales—the determining factor on who wins the cup.

Parkergrams quizzed the three Zone Managers to learn how their teams were doing and what might be expected. Here's what one said, his name Lloyd Hayes, his zone Midwestern:

"Let me say that every member of the Midwestern team is putting forth extra effort to win the Golden Arrow Trophy, but in order that you are fully advised, nine men are having to carry ten men's quota. (The zone has had one man in ill-health for some months.) And just to show you that they 'ain't fooling', Jerry Ratcliffe has had between 300 per cent to 450 per cent to quota for two weeks running. Last week

five of our nine men were well over quota."

Said Joe Crawley, Southwestern Zone manager: "We think our chances in the Southwestern Zone of winning the Trophy are excellent. But if we don't win ... We will cheer the team that does, because it will take a lot of doing on their part ..."

Meanwhile, Bill Yockey (see cut) who heads the Western Zone, 1956 winner of the cup, remains silent—perhaps in confidence of repeat victory, only time will tell.



# WINDOW SHOPPING



## Jam Packed Selling

Some retailers prefer to put just a few items into a big window, leaving plenty of what editors would call "white space." The Pen and Pencil Shop in Richmond, Va., applies a reverse philosophy. The store's only window is a tiny one and it puts plenty into it. Here you can see almost all current Parker display material on all of Parker's present line of products. And it pays off, according to the people who run the shop.



## LL at Triennale

The greatest honor which can be given a product, according to designers, is to be featured at a Triennale Exposition, the big international industrial design and architectural exposition held every three years in Milan. This year, the Parker LIQUID LEAD pencil was one of 130 American-made products selected for exhibit.

The theme of the U. S. exhibit was "Communications at Home and at Work." It was housed in a plastic and aluminum geodesic dome 84 feet in diameter, which provides 4,500 square feet of floor space. At the close of the Triennale in early November, the entire exhibit was made available to the International Trade Fair Division of the U. S. Department of Commerce for use in various trade fairs throughout Europe during 1958.

Last year's Christmas window at A. Pomerantz and Co., Philadelphia, was a prize winner in the Office Appliance magazine annual window contest. A great many Christmas windows are in the planning stages at present, so we thought pen dealers might like to see a top-notch one. Judges for Office Appliance selected the Pomerantz window because it attractively featured many regular stock items found on any dealer's shelves. Incidentally, Parker 61 promotional material is a prominent feature of the display.

## Fiftieth Anniversary

Neiman-Marcus of Dallas and Rolls-Royce Limited of Great Britain teamed up in September to celebrate their 50th anniversaries. Neiman-Marcus did it via their 20th annual Neiman-Marcus Fashion Exposition and Rolls-Royce cooperated by shipping the largest collection of Rolls-Royce cars ever to cross the Atlantic. The cars, to be sold in the Southwest for the first time, were on display in and out of the famed N-M store in downtown Dallas.

## Advice on Remodeling From an Expert

Founded in 1929 by W. W. Holmstrom and R. L. Sturgeon, San Diego Office Supply and Equipment Company has steadily grown through depression, wars and good times. But 1958 will probably stand out above all others in the company's history. This is the year, San Diego Office Supply completed a \$100,000 remodeling job and won the National Store Modernization Award for 1957, a high honor in retailing.

The pen department was relocated during remodeling. It is now at the front of the store where it attracts much attention and even more business.

For those dealers who might be considering remodeling their own stores, R. L. Sturgeon, president of the San Diego firm, has these suggestions: Keep your fixtures (all of them) down to eye-level and have the shelves slope. Use a neutral color. Don't spare money on lighting, have it more than adequate. Modernize your front, keep it simple, but distinctive.

## Window Designed for a Queen

With the recent visit of Queen Elizabeth and Prince Philip to Canada and the U. S. still being talked about, we are reminded of a display window which was created in the royal pair's honor during their visit to Denmark. Chr. Olsen, Copenhagen, Parker's Denmark distributor, originated the window. Its caption reads: "Famous people the world over write with the Parker 51."



# AN OPEN LETTER TO MAGGIE

Dear Maggie:

Let's assume that the retailer and consumer statements which were made about the 61 are true and that the 61 has, as Jerry Hill says, "a lot of excitement." Then let's take a look at the Christmas sales outlook of two different department stores which we will call store "X" and store "Y".

The buyer for store "X" is not sure this will be a good pen Christmas so she will put in a heavy inventory of inexpensive items like the Super "21" at \$5, the Pardner Set at \$3.75, the T-Ball Jotter, cartridge fill pens, etc. (And, alas, some wrought iron)—and she will go easy on 61.

We know what happened in 1953 when retailers hadn't enough (competitive) merchandise to meet the demand, and we honestly believe the same thing will happen this year with the 61 in all "X" type stores unless something can be done about it. Our real concern, however, is that while the buyer at store "X" desperately hopes for (and could have) a good pen Christmas, nothing much is being done to bring this about. In a desperate effort to show a sales increase this Christmas, so much wrought iron, bone china and ball point pen merchandise might be piled on the pen case that customers won't even be able to see the 61 pen. The only 61 sales this store will get will come from customers who specifically ask for a 61 pen.

The store "Y" buyer knows that the only way she can beat her figures for Christmas 1957 and have a good pen year is with 61 sales. She knows she cannot sell enough of the medium and low priced units to make a showing. She is no Sample Annie—she has confidence in her merchandising judgment and she stocks the necessary merchandise to give her a good pen year. Then she concentrates on how to sell it. She displays the 61 prominently and she calls her sales girls together and tells them (perhaps with the help of the Parker salesman) to show the 61 to every customer and to recommend it without question because of its performance record and because it is a high unit sale at full markup. Then she asks her sales people to say something like this to their customers.

"If you want to give the best, why don't you give a Parker 61? It has no mechanical parts to get out of order—it even fills itself with wet ink and comes out clean and dry (demonstrate)—and I have never seen one that leaked. The 61 is guaranteed against defects in workmanship and material and it will last for years. It is as elegant as a Rolls-Royce and comes in this fashionable gift box."

If we could get sales people to make that kind of presentation, you and I, Maggie, know what would hap-

pen because we know that there is nothing that influences the sales like the honest recommendation of a sales person.

The question then is, "How do we bring about the result that all buyers want: A good pen Christmas?"

If we agree that a good pen Christmas depends upon 61 sales, some one should suggest to stationery buyers that they follow the example of the buyer in store "Y".

I can make the suggestion in a general way—in a Parker mailing but it will be somewhat suspect and, therefore, not very effective. But you, Maggie, could do it very effectively with the Gimbel stores because you are known as a top merchandiser and because you are convinced of the importance of clerk training, etc. The buyer in store "Y" is, as they said in *The Matchmaker*,—"the story of your life." That's where I got this idea.

Regards,  
Art Foster  
Merchandising Manager

P. S. If the 61 had any real competition for the high priced gift pen business, I wouldn't have the nerve to ask you to recommend to your stores that they feature our product instead of a competitive product. But, as I see it, this year the only way to a good pen Christmas is through good 61 sales.



A smart new fountain pen especially designed to "be at home" with lipstick and compact in milady's handbag has been announced by Parker Pen. Called the Debutante, the pen features a unique white lacquered cap which is delicately etched with a lacy filigree of bright metal. In a choice of four barrel colors, charcoal, blue, turquoise, and coral, the Debutante is as feminine as a bubble bath.

